



China Sports International Limited
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PRESS RELEASE

ONE OF ASIA'S HOTTEST BOY BANDS, FAHRENHEIT, TO ENDORSE CHINA SPORTS' YELI BRAND

**Two year endorsement deal expected to enhance consumer awareness
of and loyalty to YELI brand in the PRC market**

SINGAPORE, 16 February, 2009 – Mainboard-listed China Sports International Limited (中国体育国际有限公司) (“China Sports”, and together with its subsidiaries, the “Group”), a branded sports fashion footwear and apparel company based in the PRC is pleased to announce that its wholly-owned subsidiary, Yeli (China) Co. Ltd, has appointed one of Asia’ hottest boy bands, Fahrenheit (飞轮海), as the Group’s YELI (野力) brand spokespersons.

Under the terms of the agreement, Fahrenheit will appear in both TV and print advertisements to endorse China Sports’ YELI brand in the PRC market for a period of two years. Fahrenheit will also be featured on the Group’s product packaging and promotional materials.



Fahrenheit (from left) :
CalvinChen, Aaron Yan, Jiro Wang, Wu Chun

Mr Lin Shaoxiong (林少雄), Chief Executive Officer of China Sports, said, “China Sport’s YELI brand offers a broad range of footwear and apparel for casual wear that are both functional and trendy, targeted at consumers aged between 12 and 30. We are delighted to engage Fahrenheit to endorse our YELI brand since they appeal directly to our target customers. They are especially popular amongst the younger consumers in Asia due to their trendy, vibrant and youthful image which also reflects what YELI represents.”

Mr Lin added, “We believe once the new advertising campaign featuring Fahrenheit is launched, we will be able to leverage on their popularity in the PRC and across Asia to enhance consumer awareness of and loyalty to our YELI brand. This in turn will facilitate our on-going and long term expansion plan in the PRC market. We will continue to invest in product development, building brand value and expanding our distribution network so that China Sports will emerge even stronger when the economy recovers.”

About Fahrenheit

Fahrenheit consists of four male members, each with a different background and personality to represent four unique styles. Having released several chart-topping albums and acted in numerous popular TV dramas, Fahrenheit has rapidly grown to become one of the most popular boy bands in Asia.

Over the past 2 years, Fahrenheit has won several awards in Taiwan, Hong Kong, Singapore and the PRC such as Best Group (Taiwan & Hong Kong Area), Sprite Awards in 2007, Most Popular Act of the Year (年度人气大奖), Singapore Hit Awards in 2007 and Fei Di-e Award, Mengniu Music Awards in the PRC in 2008.

About China Sports International Limited

China Sports International Limited is principally engaged in the design, manufacture and sale of sports fashion footwear and design and sale of sports fashion apparel under its own YELI (野力) brand. The Group’s products are designed for a broad range of activities catering to the lifestyles of its targeted consumer group aged between 12 to 30 years old. The products are mainly sold through distributors who have a retail network of more than 2,250 point of sales throughout the PRC.

Note :

This release may contain predictions, estimates or other information that may be considered forward-looking statements. Actual results may differ materially from those currently expected because of a number of factors. These factors include (without limitation) changes in general industry and economic conditions, interest rate movements, cost of capital and capital availability,

competition from other companies and venues for sale/manufacture/distribution of goods and services, shift in customer demands, changes in operating expenses, including employee wages and raw material prices, governmental and public policy changes, social and political turmoil and major health concerns. You are cautioned not to place undue reliance on these forward-looking statements, which are based on current view of management on future events. China Sports International Limited undertakes no obligation to publicly update or revise any forward looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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